Reciprocation

Two forms of Reciprocation

1) Repayment

Giving to those who have given to you

Christmas Card Study

Phil Kunz, a psychologist at Brigham Young University in Provo, Utah, sent 578 Christmas cards (signed "Joyce and Phil") to strangers living in Chicago, Illinois.

117 (over 20%) sent a card in return.

A significant number of return cards had notes or letters enclosed.

Only 6 of the 117 people who returned a card said they could not remember them.
Repayment

<table>
<thead>
<tr>
<th>Donations without gift</th>
<th>Donations with gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>35%</td>
</tr>
</tbody>
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Repayment

Obligation

Guilt

Evolutionarily adaptive

Reciprocation

Two forms of Reciprocation

2) Concessions

Make concession in return for concession made by another
Reciprocation

Two step procedure:
1. Large request (get No!)
2. Smaller request (get Yes!)  

Works because:
- 1st request makes 2nd request seem more moderate and acceptable
- By making a 2nd, more moderate request the requester appears to have made a concession, which makes other person feel obligated to make a reciprocal concession

Reciprocation

Door-in-the-Face Technique

County Youth Study:
Cialdini et al. (1975)

Independent variable: Request

Experimental group:
"Would you be willing to serve as unpaid counselor to juvenile delinquents 2 hrs./wk for 2 years?" (inflated request)

"No? Ok, would you be willing to serve as unpaid chaperon for juvenile delinquents on a day trip to the zoo?" (concession)

Control group: Asked:
"Would you be willing to serve as unpaid chaperon for juvenile delinquents on a day trip to the zoo?"
County Youth Study

![Bar chart showing comparison between Control Group and Experimental Group](chart.png)

Door-in-the-Face Technique

Factors that reduce its effectiveness:

- Initial request too extreme
- Request for selfish purposes
- Delay between 1st and 2nd request

That's Not All Technique

Two step strategy:
1. Inflated request
2. Offer discount or bonus
Cupcake Sale: Burger (1986)

3 Conditions:

That's Not All:
- Cost per cupcake $1.25, then reduced to $1.00

Bargain:
- Cost per cupcake $1.00, had been $1.25

Control:
- Cost per cupcake $1.00

Cupcake Sale

Concession

Responsibility

Satisfaction